

November 16, 2012

Michael Welly
Lodsys Group LLC
IPMG AG
505 East Travis Street
Suite 207
Marshall, TX 75670



Re: Proposed License for Lodsys, LLC U.S. Patent Nos. 5,999,908, 7,133,834, 7,222,078, and 7,620,565

Dear Mr. Welly,

Thank you for your email of November 5, 2012, requesting Costume Craze, LLC consider taking a license to U.S. Patent Nos. 5,999,908, 7,133,834, 7,222,078, and 7,620,565 (hereinafter Lodsys Patents). We appreciate your desire to resolve this matter in an efficient and cost effective manner. To that end, we have conducted a review of the Lodsys Patents. We have identified a large number of patents that fulfill the criteria set forth in 35 USC §102 & 103. We would request that you address those claims of the Lodsys Patents you find enforceable in light of the following selection of 8 patents that were not cited by Lodsys Group LLC during the prosecution of Lodsys Patents.

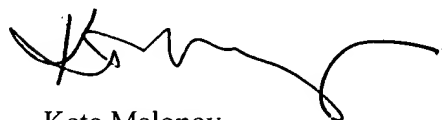
Patent #	Title	Original Assignee	Priority Date	File Date	Issue Date
US5347632	Reception system for an interactive computer network and method of operation	Prodigy Services Company	July 28, 1989	July 28, 1989	Sept 13, 1994
US5239617	Method and apparatus providing an intelligent help explanation paradigm paralleling computer user activity	International Business Machines Corporation	Jan 5, 1990	Jan 5, 1990	Aug 24, 1993
US5663757	Software controlled multi-mode interactive TV systems	Fernando Morales	July 14, 1989	Mar 25, 1991	Sept 2, 1997
US5740035	Self-administered survey systems, methods and devices	Control Data Corporation	July 23, 1991	July 23, 1991	Apr 14, 1998
US5940614	Hypertext control method and apparatus for displaying help information in an interactive data processing system	International Business Machines Co.	Apr 18, 1991	Apr 18, 1991	Aug 17, 1999

US6246400	Device for controlling remote interactive receiver	Thomas A. Bush	Oct 1, 1990	Dec 2, 1997	June 12, 2001
US6678706	Hypertext marker and method for dynamically displaying help information in an interactive data processing system	International Business Machines Co.	Apr 18, 1991	Apr 18, 1991	Jan 13, 2004
US7197481	Flexible production and material resource planning system using sales information directly acquired from POS terminals	Kanebo Trinity Holdings, Ltd.	Apr 28, 1990	Dec 23, 1998	Mar 27, 2007

We believe in light of the substantial quantity of unconsidered precedent innovation Lodsys Group LLC's ability to assert the Lodsys Patents on grounds that it is new or non-obvious is significantly narrowed. If you could clarify Lodsys Group LLC's assertion of patent rights in context of these patents, we would be pleased to supply the remainder of the unconsidered precedent innovation prior to any consideration of a license.

In the interest of our commitment to patent quality, we have copied this correspondence to the United States Patent & Trademark Office for their information and possible inclusion in the file wrapper of the Lodsys Patents.

Sincerely,



Kate Maloney
CEO

cc. Hon. Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450